HUB REVIEW FINDINGS - SAN RAFAEL TRANSIT CENTER

Date of Hub Review:
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Participants:
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Existing Hub Conditions:
The San Rafael Transit Center (also know as the C. Paul Bettini Transit Center) is located at the eastern edge of downtown adjacent to Hwy 101. The Transit Center is a bus-only facility providing bus and shuttle service at four passenger platforms (platforms A-D) with 18 bus bays. Golden Gate Transit (GGT), the primary operator at the Transit Center, provides local service within Marin County under contract to Marin County Transit District (MCTD), and regional service to Sonoma, Contra Costa and San Francisco Counties. GGT operates twenty routes through the Transit Center with many of these providing weekday commuter service only. Limited service is available during off-peak hours and weekends. GGT buses are scheduled to pulse at the Transit Center at 30-minute intervals at approximately 0:00 and 0:30 minutes past the hour. The outer edge of Platform A along Heatherton Street serves southbound GGT buses with the inner edge serving GGT buses to the East Bay and to the Canal District in San Rafael. Platform B serves local GGT buses. Platform C serves northbound GGT buses and Platform D serves all the non Golden Gate Transit service buses and shuttles as well as a few GGT bus routes.

Other transit service on Platform D is provided by Greyhound (3 buses a day), Sonoma County Transit, County Shuttle Connection, West Marin Stagecoach and two airport shuttle services. Sonoma County Transit operates one commuter route to San Rafael Transit Center each weekday from locations in Sonoma County with a timed connection to San Francisco-bound GGT routes. The County Shuttle Connection, which loads on the Tamalpais Avenue side of Platform D is operated by the Marin County Health and Human Services Department and provides service to the County Social Services Building. Marin Airporter provides service to San Francisco International Airport while the Sonoma County Airport Express shuttle serves Oakland Airport. The facility has a security booth staffed by a security guard (located on Platform B), public restrooms, dry cleaner and coffee shop. GGT ticket books can be purchased at the ticket booth and tickets for the Oakland Airport shuttle are available at the dry cleaner shop.

Future Sonoma Marin Rail service (SMART) between Cloverdale and Larkspur is planning for a station adjacent to the San Rafael Transit Center.

CORRECTIVE ACTIONS

WAYFINDING:
The San Rafael Transit Center is an open-air compact facility providing good visibility between the platforms. Transit stops are identified with large bold letters although these signs are often blocked by other signs or the facility structure. Comments from the hub review team noted a lack of facility identification from surrounding roadways, lack of exiting directional signage to roadways and destinations and confusing internal directional signage and identification of boarding platforms.

Wayfinding corrective actions should include:

Identification of station or transit operator

- Improve hub identification with bolder signage on corner monuments. Include operator logos as possible while maintaining the architectural integrity of the facility. (see checklist questions #1, 3, 5; photos #1, 2, 3);

- Establish a consistent name for the hub and reinforce this name on all schedules and printed materials (see checklist question #4).

Moving around or entering or exiting the station

- Develop a hierarchy of signage for identification of 1) platform and 2) route boarding area. Platform name is often lost within the lists of bus routes and arrows. Include operator logos on directional signage (see checklist questions #6, 8, 9, 10; photos #4, 5, 6);

- Locate signage perpendicular to platform so that it is not blocked by other signage or the facility structure. Signs located in the middle of shelters may be more effective than existing locations (see checklist question #13; photos 7, 8);

- Evaluate the use of arrows to ensure that they are needed and helpful (see checklist question #16; photo #9);

- Provide exiting directions to surrounding roadways and destinations in downtown (see checklist question #10);

- MTC will work with a transit operator who will take the lead on the development of a comprehensive and consistent wayfinding program, including providing funding for program development and P S & E costs.

Identification of where to board or wait for transit

- Route numbers are large and visible but need to include operator logos with route number identification (see checklist #19);

- Improve identification of stops which use different boarding platforms for opposing directions of travel. Both direction of travel (northbound vs. southbound) and destination should be included at stop and on hub maps (see checklist questions #18);

CUSTOMER INFORMATION:

Customer information is dispersed throughout the hub in visible display cases at each platform; some of the information is not well organized and the display at Platform D is difficult to find. Each GGT bus route is well represented with a map and schedule at the platform where they stop. No information was found in these cases for Greyhound or the airport shuttles. Customer information displays should be coordinated with the wayfinding signage at key locations within the facility and should include the following customer information elements:

Regional Transit Information (RTIC)

Currently there is no RTIC at this regional hub although a variety of customer information is provided. Checklist comments suggest the following improvements:

- Establish one location in the hub where an RTIC would be provided including:
  1. The regional 511.org transit map; and
  2. Subregional or system map for local operators.

- Recommended RTIC location includes:

  o Adjacent to ticket booth on Platform D (photo #10)

  o Central location on Platform B (near security booth) or Platform C (photo #11)

- Combine RTIC installation with local transit information wherever possible (see checklist questions #28 – 33).

HUB REVIEW FINDINGS - SAN RAFAEL TRANSIT CENTER

Local Transit Information

Hub specific transit information is provided in display cases at each platform although not all services are represented. Schedule information does not always identify the operator logos so it is often difficult to find the desired information. A hub map is included with each display case but it is small and difficult to read. Comments suggest the following improvements:

- Local transit information would include:
  1. Subregional or system map for local operators;
  2. Schedules and service hours;
  3. Fares and specific system information;
  4. Hub layout map; and
  5. Local vicinity map.

- Continue to provide platform-specific information at each platform. Ensure that maps and schedules for all bus and shuttle operators at the platform are included and clearly identified by route and operator (see checklist questions #28, 30 – 32; photos #12, 13);

- Include larger version of hub layout map at these installations with "You are Here" denoted (see checklist question #29; photo #14);

- Include hub vicinity map with landmarks and destinations with the local transit information displays (see checklist question #30).

REAL-TIME SIGNAGE:

Existing Real-Time Signage

No real-time signage currently exists at this hub.

Future Real-Time Signage Installations

- Because of the layout of this facility, it is recommended that one real-time installation be included at each platform.

STATION PHOTOGRAPHS

1. Tower at San Rafael Transit Center. Facility identification is limited to station name on clock. See detail of clock to right.

2. Clock identifying station name and Golden Gate Transit. Note the name as C. Paul Bettini Transit Center.

3. Artist's rendering of possible signage to identify facility as a Transit Center.

4. Platform identification gets lost amongst the arrows and bus route numbers.

5. Clearer differentiation of platform identification with this signage. Cleaner look to this signage would be accomplished with consistent size and weight of route numbers.

6. Artist's rendering of distinct platform identification. Color coding could be reinforced on hub layout maps.

7. Signage directing between platforms is blocked by the shelter post. In other locations, signage is blocked by other signs.

8. Artist's rendering of signage design and location in the center of the shelter to avoid being blocked by posts and other signage.

9. Arrows at Platform A pointing away from the platform and the Transit Center.

10. Possible RTIC location on Platform D.

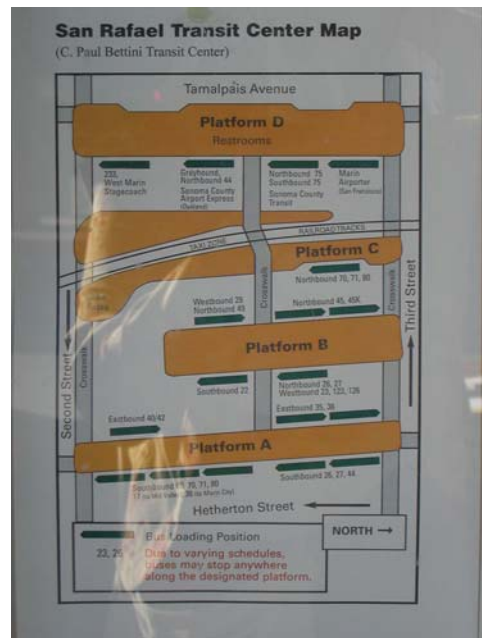

11. Possible RTIC location on Platform B.

12. Local transit information display.

HUB REVIEW FINDINGS - SAN RAFAEL TRANSIT CENTER

13. Local transit information display at Platform D. Note size of hub layout map (circled) shown in Photo 14.

14. Hub layout map.

			Hub Review Checklist Summary
			WAYFINDING
Yes	No	N/A	
			Identification of station or transit operator
4	4		1. The hub is clearly identified, visible from surrounding roadways by vehicular and pedestrian traffic. • Logos need to be more prominent, especially from the approaches • Hub is decentralized without a clear identification
3	3		2. Entrances into the hub are clearly identified, visible from approaches by vehicular and pedestrian traffic. • Passenger drop off needs to be better identified
0	6		3. Transit operators serving the hub are clearly identified at the entrances with their logo and name. • No clear identification. Hard to tell what service providers are there. • No logos are included except in clock
3	3		4. Station identification reinforces information on printed maps and schedules. • Station name changes depending on where you look: San Rafael Transportation Center, San Rafael Transit Center, San Rafael C. Paul Bettini Center
5	2		5. Station name is identified on the entrance sign along with agency logo. • Golden Gate Transit is included as part of clock but not eay to see • Name is prominent in 2 areas, but not sure what's consider the "entrance" since you can approach the center from multiple areas • On the clocks - would have more. There is confusion about the name. It would be good to reinforce the "Transit Center"
			Moving around or entering or exiting the station
Yes	No	N/A	
0	7		6. Agency logos are included with names on directional signs within the facility. • No Golden Gate Transit signs have route numbers, but no service provider information nor logos
0	2	5	7. Turnstile level street exit directional signs also include connection agency names and logs. • No defined exits, some connection information is present but it is very confusing
5	0		8. Vital connections information is grouped together on signs. • Each platform information area has good information including maps, hub layout. • Information is present but it is hard to read and decipher.

2	2		**9.** Connection directions are provided at each decision point and there are no gaps in the connection directional information flow. • No clearly defined decision points • There are good signs on platforms with bus numbers, but they are hard to see • All information is on Platform D
0	5	6	**10.** Exiting directional signs list a hierarchy of the popular destinations and connecting services to reach these destinations. • Identification of platform and bus routes sings are at same level • Platform ID and directional signage should be at a different level or use different colors or sizes to differentiate • No signs to airport service or giving you area locations • No clear directional signs. Needs improvement • No surrounding neighborhood information at all
0	2	6	**11.** Where connecting transit service is not within the station, clear directional signage (including walking distance) is provided to these services. All sign placement complies with 2004 ADAAG guidelines. • No signs to airport service • No walking distance, maybe meets ADAAG
0	0		**12.** In stations with multiple track/gate or train/ferry service, confirmation of agency, destination, and real-time departure is associated with those services. • No real-time, no agency information • New Marin service not signed, agencies serving station are not identified
1	5		**13.** Clear sightlines are maintained to signs and all sign placement complies with 2004 ADAAG guidelines. • Signs that are perpendicular block each other • Hard to see bus number signs • When buses are present, sight lines are blocked. This impedes connections
0	7	1	**14.** Exiting connection information is color-coded to emphasize and make it easier to find directions and connections. • No real exiting information • There is no real central exit • No color coding
7	0		**15.** Signs are legible with adequate message size appropriate for viewing distance, proper contrast ratios, and illumination levels. • Variety of fonts used in signs (size, bold, etc) • Bus numbers and platform identification signs are good in size but hang low. It may help to have platforms identified in more than one location. • Good size, varying distance, good contrast. Too many signs make it confusing.

Yes	No	N/A	
6	0		**16.** Arrows are of consistent design and are bold in visual balance with text and are closely associated with their messages. • Too many arrows • Arrows are consistent but there too many, some arrows on the platform themselves are confusing.
			Identification of where to board or wait for transit
Yes	**No**	**N/A**	
2	4		**17.** Transit boarding platforms are clearly and boldly identified. • There are 4 boarding platforms (A-D) which are clearly marked on map but difficult to see at the boarding platform itself. • Platform could be better marked, especially signs higher than buses when buses are parallel • Platform are only labeled in center at platform.
6	1		**18.** Where a particular transit route utilizes different boarding points for opposite directions of travel, directional signage is provided to the different boarding point including platform route number, name, and route terminus (a place name). • Northbound and southbound directions are noted on map by NB/B. On flags the destination is noted but not direction. • Yes, but could be clearer on direction (e.g. northbound) • Final destination listed on platform but hub map says the direction the bus is traveling, ideally the map should state both to be consistent. • Routes 60, 70, and 80 load at two separate platforms depending upon travel direction. There are directional signs to SB buses but not to NB. At the NB platform, arrows direct you away from the stop.
2	3	1	**19.** At commuter rail, ferry terminals or bus stations, the boarding area identification number is large and bold with service agency, destination, number, and "real-time" departure is provided. • No real-time to agency information • Route numbers are large and include destination but no service logo or real-time.
4	1		**20.** Schedule frequency and last departure information are provided at transit boarding platforms and are consistent with 2004 ADAAG guidelines. • Each platform has schedule information for routes served on that platform
1	6		**21.** Bus stop signs have agency logos large and bold. • Route numbers are large and bold but do not have agency logos
0	1	3	**22.** Bus stop signs have accessibility and parking restrictions as auxiliary signs below the basic bus stop signs. • Facility is not open to autos "Buses Only" "Do Not Enter" signs are posted and marked on pavement
5	0		**23.** Bus route identification on bus stop signs comply with 2004 ADAAG Guidelines – minimum 2" route number character height. • Stops are only identified by bus number

Yes	No	N/A	
5	1	1	24. Bus stop sign faces are visible from each approach direction. • So many signs at one level it is hard to distinguish which go where. • Lateral sings are obscured when bus is present • Platforms are clearly marked. No "bus stop" per se.
4	0	1	25. Bus shelters have associated bus stop signs which are consistent with the design guidelines described in this checklist. • Maps not at all platforms (e.g platform D in particular) • The signs directing you to other platforms get lost behind the platform sign. Too many arrows, signs al on the same level that get in each other's way. • Schedules are not available.
			CUSTOMER INFORMATION
Yes	No	N/A	
			Regional Transit Information (RTIC)
5	1		26. Transit information in Regional Transit Information Display Cases is accurate and easy to read. • There are no official RTICs but each platform has a display case with system map and schedules for the routes that board there. • Not clear that this information pertains to the platform it is located on, nor which bus leaves from where • Not really a regional information center • It seems to be accurate, but there no effective date on the GGT schedules and the schedules are locked up. You have no idea whether they are 3 days or 3 years old. • No greyhound information, case looks sloppy. • No schedules for Airporter
0	8		27. Transit operator and route maps for the nine-county San Francisco Bay Area are posted in the Regional Transit Information Display Cases. • No maps for 9-county region • Does not apply to platform D
			Local Transit Information
6	1		28. Hub specific information is provided in a case adjacent to the Regional Transit Information Display Case and at other critical locations at the hub. • Good hub map but could be bigger and have a "you are here" indicator • Not sure if its accurate, needs to be dated
8	0		29. Hub layout maps are provided in the hub information display case. • Maps located at Platform D could be better laid out • Maps located at Platform B should be oriented to the North and could be rotated to show actual layout for each "posted" location. A "star" could be used to indicate "you are here." • Difficult to see, not especially visible and should be printed at a larger scale. • Larger maps would be helpful.

HUB REVIEW FINDINGS - SAN RAFAEL TRANSIT CENTER

0	8		**30.** Map of hub vicinity with landmarks and attractions is posted in the hub information case. • Need one at each platform (city can help with this)
5	1		**31.** Posted transit information (i.e. maps, schedules) is well maintained, accurate and easy to find. • Platform D: display case is a bit hard to spot. Not labled/visible from a distances • Platform B: Disorganized display • Each bus route is well represented with map and schedule on the platform where they stop • Adversity is much more visible and better places than transit information.
7	1		**32.** Schedules, fare, transfer information and hub layout maps are located near bus stops and loading platforms. • Information is available on each platform • No fare of transfer information but schedule is available but only for that platform, not for whole station
5	1		**33.** Printed schedules and maps distributed at the hub contain accurate information and are consistent with the information provided in the Regional Transit Information Display Cases. • Platform B has a sided display case that is hard to decipher. • Hard to tell what services are provided at the stop number area for comprehensive information • GGT transit guide is used for this purpose • No information is distributed here.
			REAL-TIME SIGNAGE
Yes	No	N/A	
			Existing Real-Time Signage
	7		**34.** Real-time signage is provided at the hub. • No real-time signage is provided at this hub.
			35. Location of signs (indicate on station diagram).
			36. Description and photo of signage types.
			37. Identification of transit services included on real-time signage (Include operator and mode).
			Future Real-Time Signage Installations
			38. Describe location(s) for future real-time signage locations (indicate on station diagram). Refer to Appendix A Real-Time Technology Guidelines page A-24 • Ideally real-time signs should be included on all platforms.
			39. Describe transit services that would be included in real-time signage displays. Refer to Appendix A pages A-24-26.